



**Samford  
University**

## **Brand Identity Standards**

March 2023

For the most recent version, go to [samford.edu/departments/marketing/logos](https://samford.edu/departments/marketing/logos).

## Brand Identity

Brand identity is the visual representation of an institution, rooted in its brand strategy and personality. The way a brand looks has real implications for audience perception and ultimately decision making.

Symbols are powerful tools. If harnessed properly, they become invaluable institutional assets. Reaching beyond logo, good brand identity is comprehensive and governed by systematic standards.

The following standards are the brand authority for Samford University's visual identity, approved by the president and the president's council.

All communication products must meet the requirements set forth in this manual. Samford's Division of Marketing and Communication provides ongoing governance and implementation for these visual standards. Consistency, clarity and quality are the primary functions of this document.

All Samford stakeholders, internally and externally, are expected to operate in accordance with these standards. If you're representing Samford, it is your responsibility to do so as a part of the team. If you have any questions, suggestions or concerns, please contact the Division of Marketing and Communication.

# Color Palette

Color is perhaps the strongest driver of emotion and recall among all brand identity components. Collectively, the official color palette communicates Samford’s story of leadership and sophistication.

Samford’s school colors are navy and red. Navy is the preferred color on all print materials, digital assets and websites. The following percentages should be applied when using any of these colors.

Percentage of overall ratio:

**Navy:** 50-75%

**Red:** no more than 35%

**Gray:** no more than 35%

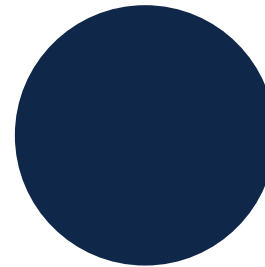
**Sky Blue:** no more than 10%

**Garden Green:** no more than 10% (prohibited use on digital assets and websites)

**Ray Yellow:** no more than 10% (prohibited use on digital assets and websites)

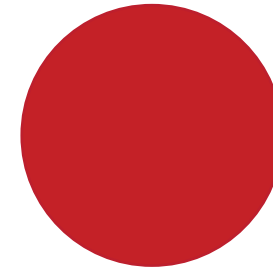
**For interior building spaces,** navy and gray are the preferred colors for all walls, doors, furniture and flooring. Red can be used as an accent color only. Sky blue, garden green and ray yellow should not be used in interior building spaces.

## PRIMARY



**NAVY**  
PANTONE 289

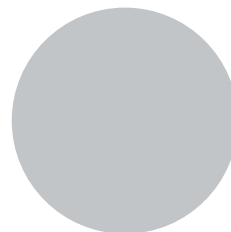
PRINT	DIGITAL
● 100	● 12
● 86	● 35
● 42	● 64
● 44	#0C2340



**RED**  
PANTONE 200

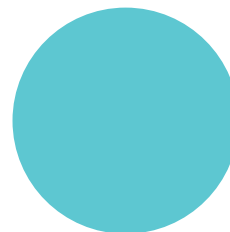
PRINT	DIGITAL
● 16	● 189
● 100	● 31
● 90	● 45
● 10	#BD1F2D

## SECONDARY



**GRAY**  
PANTONE 428

PRINT	DIGITAL
● 10	● 193
● 4	● 198
● 4	● 200
● 14	#C1C6C8



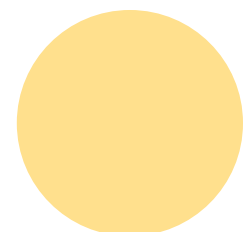
**SKY BLUE**  
PANTONE 325

PRINT	DIGITAL
● 58	● 100
● 0	● 204
● 19	● 201
● 0	#64CCC9



**GARDEN GREEN**  
PANTONE 584

PRINT	DIGITAL
● 23	● 210
● 0	● 215
● 78	● 85
● 0	#D2D755



**RAY YELLOW**  
PANTONE 1205

PRINT	DIGITAL
● 0	● 248
● 11	● 224
● 53	● 142
● 0	#F8E08E

## Typography

An effective brand identity requires consistent typography to help communicate an organization's personality. Samford's identity system maintains several typefaces for specific applications.

### CHRONICLE DECK

The words "Samford University" in the bell tower logo are derivative of Chronicle Deck. Chronicle Deck is a mainstay display/headline font in the identity system.

### WHITNEY

The sport-specific words in the spirit wordmarks are derivatives of Whitney. The school-specific words in the bell tower logo are derivatives of Whitney.

### GOBOLD

GoBold is a font used by Samford Athletics.

### SPIRIT WORDMARK

The wordmark "Samford" and "Sam" in all spirit marks are artwork rather than a specific font. They cannot be replicated in text.

Contact us at [swaller@samford.edu](mailto:swaller@samford.edu) if you need the purchased fonts.

### ALTERNATIVE FONT

Typography may present the greatest challenge in maintaining consistency in university communications because it is dependent on the fonts installed on viewers' devices. Because the font Arial is pre-installed on both computers and mobile devices, whenever possible, Arial should be used in digital communications like email and newsletters.

#### CHRONICLE DECK FONT

For God. For Learning. Forever.

*For God. For Learning. Forever.*

#### WHITNEY FONT

For God. For Learning. Forever.

*For God. For Learning. Forever.*

#### GOBOLD FONT

**FOR GOD. FOR LEARNING. FOREVER.**

***FOR GOD. FOR LEARNING. FOREVER.***

#### ARIAL FONT

For God. For Learning. Forever.

*For God. For Learning. Forever.*

## Bell Tower Logo

A brand identity's cornerstone component is its logo because it is the one element that is featured on virtually all communication applications. Samford University's bell tower symbol has been refined with simplified lines and an emphasis on light. It has been tested in the market, and the results show that it continues to reflect our institutional brand personality—dignified, beautiful, strong and established. The official bell tower logo comprises the bell tower symbol and wordmark.



### BELL TOWER SYMBOL

Samford's bell tower symbol has been used in the school's primary logo in several forms over the last 30 years. It is a symbol of time-honored tradition and scholarly excellence. The symbol is a simplified representation of the bell tower atop the library. The bell tower symbol cannot be singly; it must be used in conjunction the Samford University wordmark in Chronicle Deck.

### WORDMARK

Samford's logo type is called the wordmark, and includes "Samford University" set in specific and unchanging typographical styling and placements.

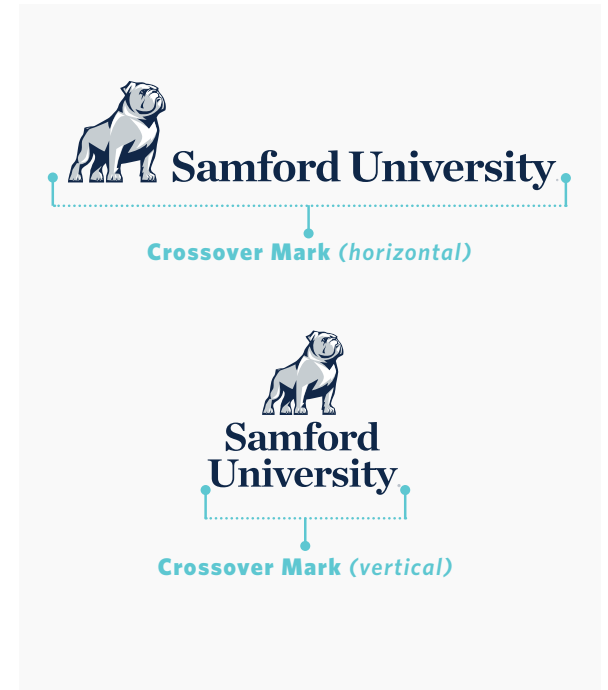
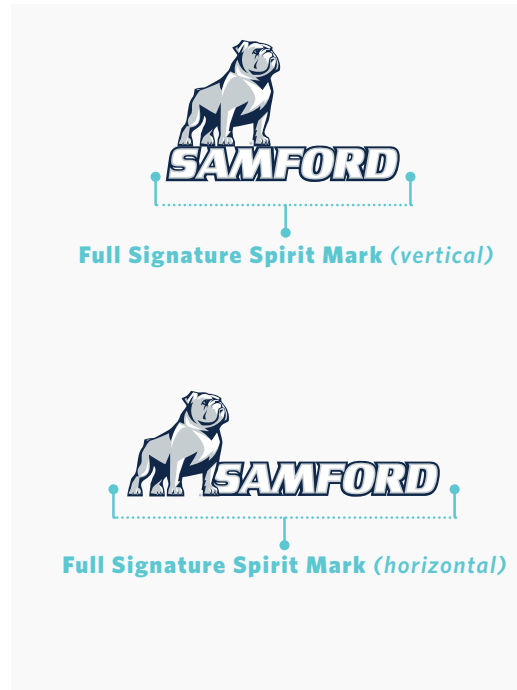
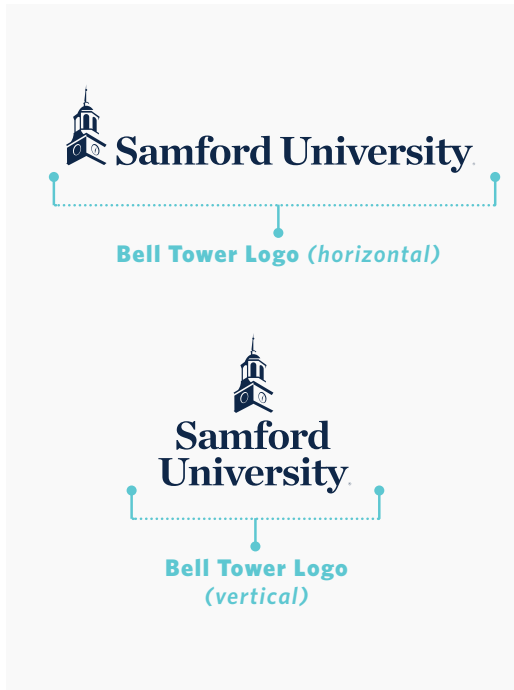
**Do not place a drop shadow behind the logo.**

## Primary Logos

Samford has the following university-wide logos. Do not combine any of the established marks in an effort to create a new mark. The bulldog cannot represent academic schools in print or electronic pieces.

For official university correspondence, use the bell tower logo. For apparel and specialty items, the crossover mark or the full signature spirit mark have greater flexibility and appeal instead of the bell tower logo or school logo. Schools and colleges have the option to use the spirit wordmark with the name of the school or college below (see page 12).

All uses of the marks are subject to approval by Marketing and Communication.



The primary logos can never be black, all red or all gray.

## Logo Mechanics

The bell tower logo and all other official marks are built with intentional dimensions, ratios and alignment. These intricate mechanics are demonstrated here, showing the variety of relationships that work together to preserve the integrity and quality of the Samford logos. Never resize, shift, skew or otherwise deviate from these mechanics.



## Clear Zone

A clear zone (.25 inch) is the protected area around a logo or other official mark—as indicated by the dotted perimeter margin—ensuring that no other design elements (text, shapes or images) interfere with the logo. As a reminder, elements of the different marks cannot be combined to make a new mark. Regardless of the clear zone rule, elements of different marks cannot be in close proximity to each other. These elements cannot appear to be “locked up” to create a new mark.



**Clear zone requirements apply to all logo arrangements and brandmarks, not just the options represented here.**

## Minimum Sizing

The use of properly sized logos and marks establishes a unified and professional appearance. Reproducing the bell tower logo or other official marks below a minimum size jeopardizes legibility. Never reproduce the bell tower logo or another official mark at a size smaller than the minimums provided below. Use your best judgment when applying the bell tower logo or other official marks, seeking to achieve the most desirable balance between the size of the mark, the surrounding content and the available canvas. Simply making a logo bigger is not always the best approach, as a bloated logo relative to its canvas can be as ineffective as a logo that is too small.

### Print and Digital

Sizing is measured horizontally from the left edge to the right edge of the logo or mark.

The minimum size for both the horizontal and vertical orientations of the logo for print and digital applications is 1" or 72 pixels.

1" or 72 pixels (web)



1" or 72 pixels (web)



1" or 72 pixels (web)



1" or 72 pixels (web)



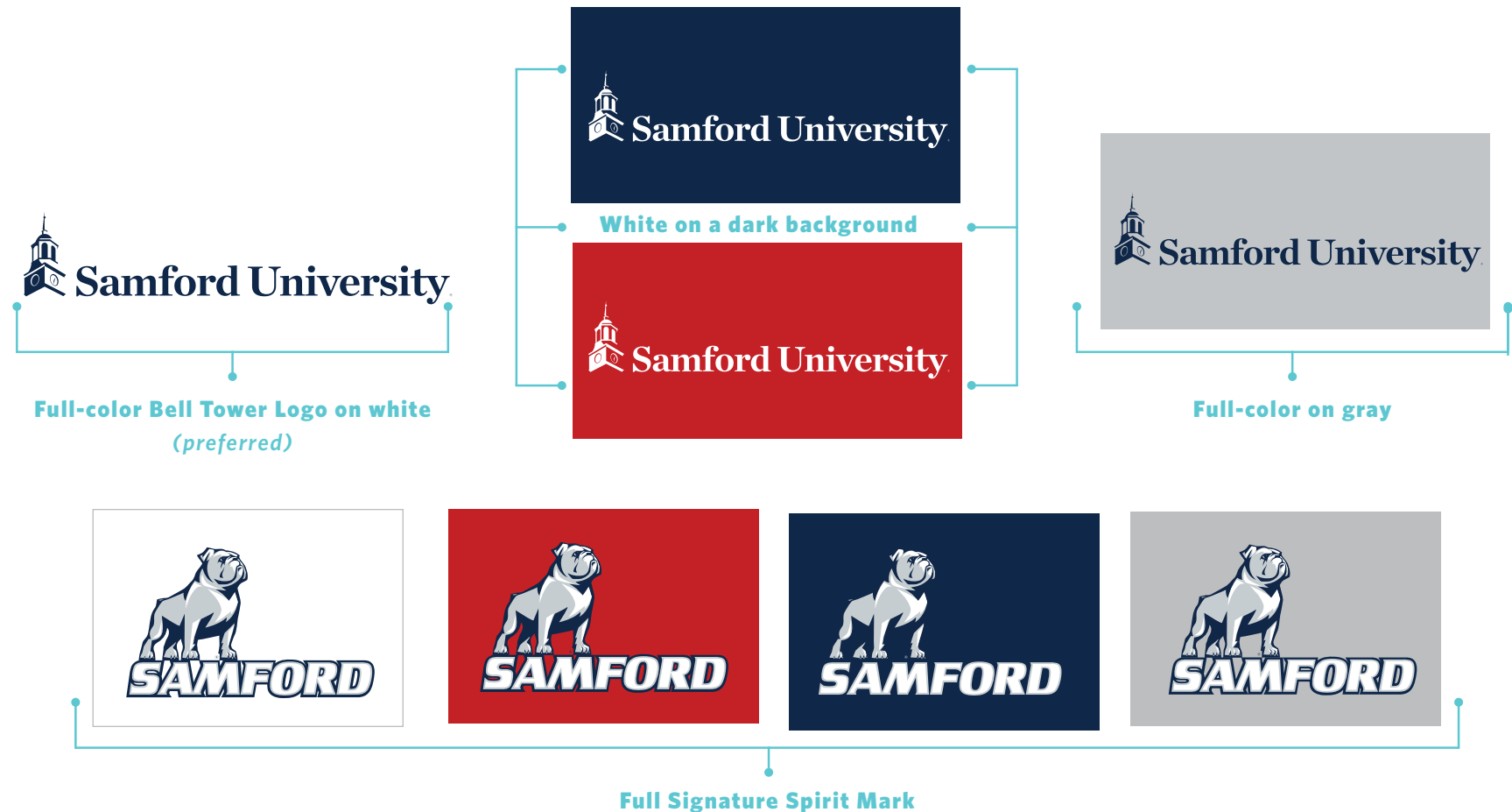
**Size requirements apply to all logo arrangements and other official marks, not just the options represented here.**

**Exceptions for especially small items with limited surface area, such as pens, can be requested from the Division of Marketing and Communication.**



## Logo Color Formats

As demonstrated below, the six primary marks exist on four background colors, all of which are in the official color palette. The full-color bell tower logo on a white background is preferred, but all of these formats are approved as on-brand options. Never alter the logos to be all red, all gray or all black for any reason.



All of the logo arrangements in the official identity system adopt these same color standards.

## Color Formats for the Bulldog

The three-color bulldog is the preferred logo format that should be used in digital, print, video and web.

In merchandising only, a one-color bulldog is available with approval from Marketing and Communication for cost saving purposes for merchandise purchased by Samford employees. Please contact Sarah Waller at [swaller@samford.edu](mailto:swaller@samford.edu) for pre-approval prior to using this version of the bulldog.



In merchandising only for cost saving purposes, the one-color navy bulldog is available on white and gray backgrounds.



In merchandising only for cost saving purposes, the one-color white bulldog is available on navy & red backgrounds.

## School and College Logos

A Samford University education is made possible by 11 schools and colleges. In the world of brand identity, it is a reality that internal groups often want their own logos. However, we must all agree as an institution that when Samford University wins, so do its stakeholders. To that end, we must draw the line on group-specific logos, and, for most groups, that line ends at the school/college level.

Department-specific logos are limited to a select number of departments that are required to display their department name on apparel and specialty items. These logos have been created and distributed to appropriate departments.

**Schools and colleges are encouraged to use the bell tower logo in most cases. However, when communication is enhanced by a direct relationship to a school or college, a school/college logo is permissible. All other technical standards apply.**



**School/college logos** may be used with or without the bell tower symbol; both versions are equally acceptable. The decision to use one over the other should be determined based on space and style. For each of these submarks, "Samford University" is on one line set in Chronicle Deck Bold. The school/college name is also set on one line in Whitney Medium. The full-color marks shown here are always preferred. When displayed on a dark background, the entire mark will be white.



## School and College Crossover Marks

Schools and colleges have the option to use the spirit wordmark with the name of the school or college below in the following color options. This mark generally has greater flexibility and appeal instead of the bell tower logo for use in apparel and specialty items.



For electronic and printed pieces, the bell tower logo or school or college logo must be used.

## Center Logos

Academic centers are a critical part of Samford University. Logos have been created and distributed to the appropriate centers. Centers are encouraged to use the main Samford bell tower logo in most cases. When communication is enhanced by a direct relationship to a center, the center logo is permissible. All other technical standards apply.

Center logos may be used only with the bell tower symbol. For each of these submarks, "Samford University" is on one line set in Chronicle Deck Bold. The center name is also set on one line in Whitney Medium. The full-color mark is always preferred. When displayed on a dark background, the entire mark will be white.



**Don't attempt to typeset any logo.**

## Administrative Unit Logos

Logos have been distributed to the appropriate administrative units. Units are still encouraged to use the main Samford bell tower logo in most cases. However, when communication is enhanced by a direct relationship to a specific administrative unit, the unit logo is permissible. All other technical standards apply.

Administrative unit logos always appear with the bell tower symbol. For each of these submarks, “Samford University” is on one line set in Chronicle Deck Bold. The administrative unit name is also set on one line in Whitney Medium. The full-color mark shown here is always preferred. When displayed on a dark background, the entire mark will be white.

Administrative units that consist of one word (for example, Admission) are required to have “Office of” in front of the unit name. Any unit that consists of at least two words does not have “Office of” for space and consistency.

Administrative units have the option to use the spirit wordmark in PMS 289 and PMS 428 on apparel and specialty items with the name of the unit below (shown below). For electronic and printed pieces, the unit bell tower logo must be used.



**Don't attempt to typeset any logo.**

## Spirit Marks

Samford maintains a suite of on-brand spirit marks. While the full signature spirit mark is preferred, the spirit wordmark, Sam-dot and Sam-U are also acceptable. The choice of spirit mark should be dictated by the product to which it is being applied in terms of space and style. Accordingly, horizontal versions of the full signature and Sam-dot also are available.



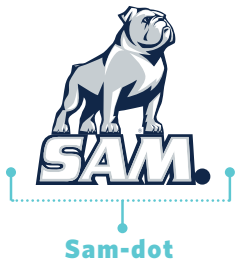
Full Signature Spirit Mark (preferred)



Spirit Wordmark (preferred)



Full Signature Spirit Mark (horizontal)

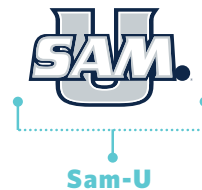


Sam-dot

**SAM-DOT** may be used singly or in conjunction with the spirit wordmark. If used in conjunction with the spirit wordmark, the marks need to be placed appropriately to avoid any feeling of redundancy or repetition (i.e., no “Sam Samford”). Do not use Sam-dot in conjunction with the full signature to avoid awkward repetition of the bulldog image.

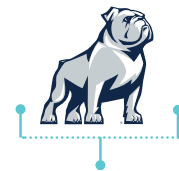


Sam-dot (horizontal)



Sam-U

**SAM-U** may be used singly, or in conjunction with the full signature spirit mark or spirit wordmark. If used in conjunction with the full signature or spirit wordmark, the marks need to be placed appropriately to avoid any feeling of redundancy or repetition (i.e., no “Sam Samford”).



The Bulldog

**THE BULLDOG** may not be used singly; it must be used in conjunction with a reference to “Samford” or “Samford University.” It is preferred that a variation of the spirit wordmark or the Samford University wordmark in Chronicle Deck be used to reference Samford, but other fonts can be used. The bulldog cannot be “locked up” with any other mark. If the bulldog and the spirit wordmark will be in close proximity, use the full signature spirit mark instead. Do not use the bulldog in conjunction with the full signature spirit mark to avoid awkward repetition of the bulldog image. The bulldog cannot be used to represent academic units in print or electronic pieces.

The bulldog and the bell tower symbol cannot be used in the same application to avoid competing visual imagery.





## Spirit Marks for Sports and Units

Spirit marks for sports and units are built with intentional ratios, dimensions and proximity. Never attempt to manipulate, resize, shift, skew or otherwise alter them. The sport-specific wordmark and sport-specific full signature mark may be used on their own at any time. The right-justified wordmark is preferred. The centered designations are used on products when necessary.



Sport-specific Wordmark



Sport-specific Wordmark (centered)



Sport-specific Full Signature Mark

## Seal

Samford University maintains an official seal used primarily for formal or prestige communications, such as diplomas or correspondence from the Office of the President. The Samford seal is a proud part of the institution's heritage. It is important to remember that the seal is not a substitute for any other official mark, but rather a complement and supplement to the suite of official marks.



### SEAL

The seal may be set in PMS 289, in neutral tones from black to white, metallic inks, and as inverse on these same inks as background colors.



**The seal is not available for use without written permission from the Office of the President.**

## Social Media

Social media handles are some of the most important engagement arenas for Samford stakeholders. As such, each handle needs to be appropriately branded. In many cases, users will interact with Samford almost entirely on mobile or tablet devices. For this reason, profile images for all handles should be simplistic. The bell tower and bulldog are recommended for this space. However, flexibility exists to avoid repetition if a user subscribes to several Samford social media accounts.

Each account is required to use “Samford University” in the display name. The recommended graphics cannot appear without this identifier.



## Business Cards

To communicate effectively, business cards should contain only essential information and be organized in the format shown here. All business cards are two-sided and are 3.5" x 2".



Front



Athletics Front



Athletics Back

## Letterhead and Envelopes

Letterhead is 8.5" x 11" with #10 envelopes. The bell tower logo and school-specific logos are featured on all academic letterhead and envelopes. The sport-specific wordmark is featured on all athletics letterhead, and the full signature spirit mark is featured on envelopes.



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School of Health Professions

Department of Physical Therapy

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**SAMFORD**  
ATHLETICS



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